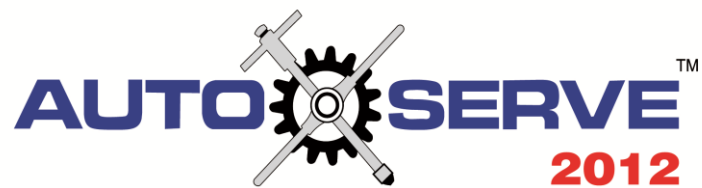




Confederation of Indian Industry



**A Focused Exhibition on Automotive Care, Maintenance,
Service, Parts & Garage Equipments - The 5th Edition**

16th-18th November 2012, Chennai Trade Centre, Chennai



AUTO SERVE 2012

POST EVENT REPORT



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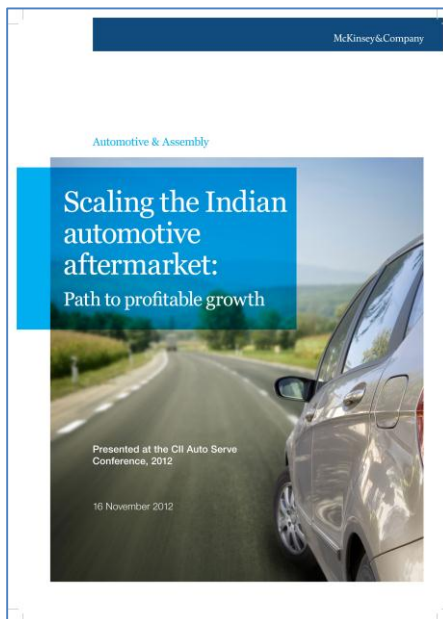


Confederation of Indian Industry (CII) organised Auto Serve 2012. It was the 5th edition of Auto Serve – India's Focused Exhibition on Automotive Care, Maintenance, Service,

This initiative by CII was to further strengthen the Automotive Aftermarket Business, Vehicle Maintenance, Collision & Repair; Aftermarket Products and Automotive Services Business in India.

Auto Serve 2010 – Highlights

- Strong support and participation from more than 37 association in India
- Support from International Associations
- 3,252 Gross display exhibition area.
- Special Area for New Product Launch Area 1 & 2 and Dealer / Customer Meet
- Focused exhibition on Aftermarket Automotive Products, Services, Care and Maintenance.
- Presence of Commercial Vehicle Manufacturers
- Educational Sessions on Automotive Maintenance & Care for the Trade
- Live Technology Demo for Vehicle Testing, Servicing, Repairs,
- B2B Meeting with Exhibitors
- Release of CII – Mckinsey report on “Scaling the Indian automotive aftermarket path to profitable growth”.



CII & Mckinsey report on “Scaling the Indian automotive aftermarket path to



Release of CII – Mckinsey report at Auto Serve

Auto Serve 2012 exhibition was Jointly Inaugurated by Mr Mike Nithavrianakis Deputy High Commissioner of British High Commission in Chennai and Mr. Marc Nassif Country Head & Managing Director Renault India in the presences of Joint Managing Director of TV Sundram Iyengar & Sons Mr. R Dinesh, Chairman of Auto Serve 2012



The 3 - day Auto Serve Exhibition featured 100 exhibitors showcasing the latest technology / solutions in garage and service equipment, tools and auto spare parts, tyres service equipment, vehicle testing, vehicle care products and others.



The Exhibition





More than 9000 business and trade visitors attended the fair. The profile of business visitors was far-fetched and was reflected in the exhibitor feedback. More than 125 crores of business was transacted in the exhibition.



Product Launch at Auto Serve 2012

- Aro Equipments
- Frisol
- Madhus Garage Equipments Pvt Ltd
- Maha India
- Manatec
- Mapview Geographical Solutions
- Marvel Tools & Accessories Pvt. Ltd
- Midtronics
- Orient Body Shop Solutions India
- Radial Trading Centre



The Conference

Coinciding to the exhibition, a 1 Day conference on the theme “Conference on Innovative Strategies for Profitable Automotive Sector” was organized with the objective of highlighting the Growth opportunities in the Automotive Aftermarket Sector.



Mr.R Dinesh, Conference Chairman in his address welcomed the gathering and spearheaded the conference theme. The aftermarket might have a slightly less negative growth or no growth at all, according to Mr.Dinesh.

Mr.Marc Nassif in his Keynote Address informs that good products and life after sales guarantees sustainability. He also insisted there is a sustainable trend for a long term aftermarket growth in India and players must focus on aligning themselves with this trend.

Mr.Ananth Narayanan made a Special Address in the inaugural, feels that the aftermarket profit has declined for a majority of players in the sector, especially on ROCE factor. He also highlighted on the fragmented structures in the current automotive aftermarket and expects the aftermarket will continue to grow in the coming years.

The Guest of Honor, Mr.Mike Nithavrianakis in his address, points that India is expected to follow the same pattern as the UK automotive aftermarket and believes consolidation will take place in business models at various levels.

Auto Serve 2012 – witnessed the release of CII - McKinsey Report on "**Scaling the Indian automotive aftermarket: Path to profitable growth**"



The objective of this conference is to highlight the growth opportunities in the automotive aftermarket sector and provide a roadmap to secure a market status for the automotive aftermarket industry.

Key Sessions at the conference:

- Plenary Session I: sustainable Models for a profitable dealership
- Plenary Session II: Future of spare parts retails trade
- Special Plenary session III: improving profitability of the vehicle owners
- Plenary Session IV: Sustainable models for a profitable service Business

Key Speakers at the Conference:



Mr. R Dinesh
Conference Chairman &
Joint Managing Director
T V Sundram Iyengar & Sons
Ltd



Mr. Marc Nassif
Country CEO &
Managing Director
Renault India Pvt Ltd



Mr. Mike Nithavrianakis
Deputy High Commissioner
British Deputy High
Commission



Mr. Ananth Narayanan
Partner
McKinsey & Co.



Mr. N Krishnamoorthy
President – Dealership Business
T V Sundram Iyengar & Sons
Ltd.



Mr. S Chandramohan
Group CFO & President
TAFE Ltd

Key Speakers at the Conference:



Mr. P Ravishankar
Chief Executive Officer
Ashok Leyland John Deere
Construction Equipment Company
Pvt Ltd



Mr. Vikas Kumar
Consulting Lead - India
Capgemini



Mr. David Kernahan
Managing Director
Universal Components
United Kingdom



Mr. Mukund Raghavan
Vice President
India Motor Parts &
Accessories Ltd



Mr. Goel O P
General Manager - Automotive
Aftermarket
Bosch Ltd



Mr. Vishal Virmani
Director
Vinitec Automotive



Mr. Mukund Sridhar
Consultant
McKinsey & Co



Mr. T. Peethambaran
DGM (S) SR,
Bharat Petroleum Corporation
Ltd



Mr. M M V Sharma
Additional Director & Regional
Coordinator
Petroleum Conservation
Research Association

Key Speakers at the Conference:



Mr.Suresh Periasami
Executive Director, Jeevan
Technologies
FRISOL



Mr. S Ramachandran
DGM – Head Corporate Motor
Underwriting
Royal Sundaram Alliance
Insurance Company Limited



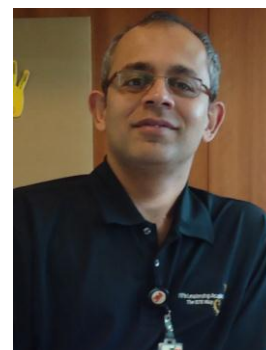
Mr.Subu D Subramanian
Managing Director & CEO
Defiance Technologies Ltd.



Mr.Y.V.S.Vijaya Kumar
Chief Executive Officer
Mahindra First Choice Services
Ltd



Mr. Ravi Chawla
President & CEO - Lubricants
Business
Gulf Oil Corporation Ltd



Mr.Ninad Gadgil
General Manager -
Automotive Aftermarket
3M India Limited



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